

in response to determining that the received voice command was received from the registered user of the media playback system, configuring an instruction for the media playback system based on content from the voice command and information in a user profile for the registered user.

**10.** The method of claim 1, wherein the received voice command comprises:

a command word, one or more media variable instances, and one or more zone variable instances.

**11.** A networked microphone device comprising:

one or more processors; and

tangible, non-transitory computer-readable media comprising instructions encoded therein, wherein the instructions, when executed, cause the networked microphone device to perform a method comprising: while one or more playback devices in a media playback system are playing audio content, receiving a voice command via the networked microphone device associated with the media playback system; selecting one playback device of the one or more playback devices of the media playback system to play an audio response to the voice command based on (i) a direction of the voice command relative to the networked microphone device and (ii) a proximity of the voice command relative to the networked microphone device;

determining a directionality for the audio response to the voice command based on the direction of the voice command relative to the networked microphone device; and

while the selected one playback device is playing the audio content at a first volume level, causing the selected one playback device to (i) reduce its volume to a second volume level lower than the first volume level and (ii) while playing the audio content at the second volume level, play the audio response according to the determined directionality for the audio response.

**12.** The networked microphone device of claim 11, wherein selecting, via the networked microphone device, the selected one playback device comprises:

causing, via the networked microphone device, a computing device to determine an audio response zone; and

causing, via the networked microphone device, the computing device to select the determined audio response zone; and

wherein causing, via the networked microphone device, the selected one playback device to play the audio response comprises:

causing, via the networked microphone device and the computing device, the selected one playback device to play the audio response.

**13.** The networked microphone device of claim 11, wherein the method further comprises:

receiving, via the networked microphone device from a controller device, an indication of a particular zone to which the networked microphone device is assigned.

**14.** The networked microphone device of claim 11, wherein the method further comprises:

sending, via the networked microphone device to a computing device, an indication of a particular zone to which the networked microphone device is assigned.

**15.** The networked microphone device of claim 11, wherein the method further comprises:

applying acoustics of an environment in which the networked microphone device is placed to the received voice command.

**16.** The networked microphone device of claim 11, wherein the method further comprises:

receiving an indication of audio content; determining at least one music service from a plurality of music services that supports the audio content; and causing the at least one music service to transmit the audio content to the media playback system.

**17.** The networked microphone device of claim 11, wherein the method further comprises:

establishing a metadata exchange channel between the media playback system and the networked microphone device.

**18.** The networked microphone device of claim 11, wherein the selected one playback device comprises a fallback device, and wherein the method further comprises:

before causing the selected one playback device to play the audio response, determining that another playback device is not available to play the audio response.

**19.** The networked microphone device of claim 11, wherein the method further comprises:

determining that the received voice command was received from a registered user of the media playback system; and

in response to determining that the received voice command was received from the registered user of the media playback system, configuring an instruction for the media playback system based on content from the voice command and information in a user profile for the registered user.

**20.** The networked microphone device of claim 11, wherein the received voice command comprises:

a command word, one or more media variable instances, and one or more zone variable instances.

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